**Target Market Example - Online Shopping Customer**

|  | **Target Market Characteristic** |
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| Beginning to plan for their future financially |  |
| Between the ages of 25-35. |  |
| Buys multiple products at a time, usually in higher quantities. |  |
| Compares items in store and purchases them online |  |
| Condominium or home owner. |  |
| Disposable Income due to no children |  |
| Earning annual income of $50,000 or greater. |  |
| Education experiences beyond high school. |  |
| Excited about accepting and using innovative ideas and products. |  |
| Fast checkout, easy access to all items, quantity and options for sizes and seasonal colors. |  |
| Free Shipping or other shipping options are expected as well as loyalty offers. |  |
| Frequent shoppers |  |
| If they like the look of something, they will get it even if they haven’t tried it on yet. |  |
| Increasing resources invested into safety and security issues. |  |
| Listens to their friends reviews about products and trusts them. |  |
| Lives within the ZIP codes 97401, 97402 and 97405. |  |
| Married. |  |
| Prefers Online Shopping to going to the actual store. |  |
| Return Policy must be great customer due to many returns |  |
| Salaried Professional |  |
| Shops around 1 time a week for new clothing |  |
| Single, but dating. |  |
| Tends to always shop at Von Mauer, Buckle, Banana Republic, and some Boutiques. |  |
| Urban and New Suburban Housing |  |
| Values time and considers it their single most limited resource. |  |
| Wants internet shopping convenient by remembering shopping information but remains well protected. |  |
| Would rather buy online than through the store |  |